Traffic Order# 37424 8863444 Ver# 5 Status Revised

Printed: Last Received:

Showing Buylines: All Lines

10/19/2012 9:07 AM

10/19/2012 9:00 AM

Salesperson (

1 of 7

) WASHINGTON

) MIKE JONES

) SHORR JOHNSON MAGNUS Rep Firm Station KLAS-TV LAS VEGAS Agency Sales Office (

1831 CHESTNUT ST Advertiser ( ) BERKLEY, SHELLY PHILADELPHIA, PA 19103 BERKLEY/SENATE/D

Agency C/P1/P2/E Estimate# Buyer

**Flight Dates** 10/30/2012 - 11/05/2012 Salesperson Phone# 202-872-5880 MICHAEL DETTORRE Salesperson FAX# 202-872-0263

**Hiatus Weeks** Phone# Fax#

## --- CONTRACT COMMENT ---

AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

## --- REMARKS ---

Rep Order#

EC'd Yes

Product

REVISION, DO NOT DOUBLE BOOK TOTAL - \$73,485

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	400A-459A		:30	\$25.00	10/30-11/02	8	1	8	\$200.00	
		Buyli	ne Comment:	: NEWS								
	2	М	400A-459A		:30	\$25.00	11/05-11/05	2	1	2	\$50.00	
			ne Comment:									
	3	TU-F	700A-900A		:30	\$165.00	10/30-11/02	5	1	5	\$825.00	
		Buyli	ne Comment:	: THS MRN								
	-	50			2.0	6165 00	11/05 11/05	2	1	2	\$330.00	
	4	M Buyli	700A-90CA ne Comment:		:30	\$165.00	11/05-11/05	2	1	2	\$330.00	
		Dayii	ire commerce.	. The flat								
	5	TU-F	500A-600A	1	:30	\$185.00	10/30-11/02	5	1	5	\$925.00	
		Buyli	ne Comment:	: NEWS								
	6	М	500A-600A		:30	\$185.00	11/05-11/05	2	1	2	\$370.00	
		Buyli	ne Comment:	: NEWS								
	7	TU-F	600A-700A	4	:30	\$250.00	10/30-11/02	5	1	5	\$1,250.00	
			ne Comment:									

 Rep Order#
 8863444
 Ver#
 5
 Status Revised
 Traffic Order# 37424
 Printed:
 10/19/2012 9:07 AM
 2 of
 7

 EC'd Yes
 Last Received:
 10/19/2012 9:00 AM

Showing Buylines: All Lines

Advertiser ( ) BERKLEY, SHELLY Product BERKLEY/SENATE/D					1831 C	CHESTNUT DELPHIA	JOHNSON MAG FST ., PA 19103	NUS	Rep Firm Sales Office ( ) WASHINGTON Salesperson ( ) MIKE JONES				
Buyer Phones Fax#		MICHAEL DETTORRE			Flight Dates Hiatus Weeks		10/30/2012 - 11/05/2012			Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263	
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	8	м	600A-700A			:30	\$250.00	11/05-11/05	2	1	2	\$500.00	
	0	M Buv	line Comment:			. 50	\$250.00	11/03 11/03	-		<del>-</del> -3		
		Day	TITLE COMMENTE.										
	9	TU-F	1200P- 1230P			:30	\$275.00	10/30-11/02	3	1	3	\$825.00	
		Buy	line Comment:	: NEWS									
	10	M	1200P- 1230P			:30	\$275.00	11/05-11/05	1	1	1	\$275.00	
		Buy	line Comment:	NEWS									
		Day	Tire commerce.										
	11	TU-F	300P-400P	)		:30	\$375.00	10/30-11/02	4	1	4	\$1,500.00	
		Buy	line Comment:										
	12	M	300P-400F	,		:30	\$375.00	11/05-11/05	1	1	1	\$375.00	
		Buy	line Comment:	: ELLEN									
											200		
	13	TU-F	1000A- 1100A			:30	\$1,575.00	10/30-11/02	1	1	1	\$1,575.00	
		Buy	line Comment:	: PRICE RITE									
	14	М	1000A-			:30	\$400.00	11/05-11/05	0	0	0	\$0.00	
		D.,,	1100A line Comment:	· DRICE RITE									
		Биу	Time Comment.	. PRICE RITE									
	15	TU-F	900A-			:30	\$275.00	10/30-11/02	3	1	3	\$825.00	
			1000A										
		Buy	line Comment	: KELLY									
						20000					,	6275 00	
	16	М	900A- 1000A			:30	\$275.00	11/05-11/05	1	1	1	\$275.00	
		Buy	line Comment	: KELLY									
	17	SU	500P-700F			:30	\$250.00	11/04-11/04	2	1	2	\$500.00	
		Buy	line Comment	: NEWS									

Rep Order# 8863444 EC'd Yes 3 of 7 10/19/2012 9:07 AM Status Revised Traffic Order# 37424 **Printed:** Ver# 5 10/19/2012 9:00 AM

Last Received: 10/ Showing Buylines: All Lines

Station KLAS-TV LAS VEGAS Advertiser ( ) BERKLEY, SHELLY Product BERKLEY/SENATE/D Estimate#	Agency ( ) SHORR JOHN 1831 CHESTNUT ST PHILADELPHIA, PA Agency C/P1/P2/E	Sales Offi	Rep Firm Sales Office ( ) WASHINGTON Salesperson ( ) MIKE JONES				
Buyer MICHAEL DETTORRE Phone# Fax#	Flight Dates 10/30/2012 - Hiatus Weeks	11/05/2012 Salespers Salespers	son Phone# 202-872-588 son FAX# 202-872-026				
LT Ln Day Time Program	Len Rat	•	Weeks Spots	Total Cost Daypart			
18 SA 500P-700P  Buyline Comment: NEWS		5.0C 11/03-11/03 2		\$370.00			
19 TU-F 500P-63CP Buyline Comment: NEWS	:30 \$40	0.0C 10/30-11/02 5	1 5	s2,000.00			
20 M 500P-63CP Buyline Comment: NEWS	:30 \$40	0.00 11/05-11/05 2	1 2	\$800.00			
21 TU-F 400P-50CP Buyline Comment: NEWS	:30 \$35	0.0C 10/30-11/02 4	1 4	\$1,400.00			
22 M 400P-50CP Buyline Comment: NEWS	:30 \$35	0.0C 11/05-11/05 1	1 1	\$350.00			
23 SA 700P-800P  Buyline Comment: ET WKND	:30 \$16	5.00 11/03-11/03 1	1 1	\$165.00			
24 TU-F 700P-80CP Buyline Comment: ET/INSDR	:30 \$1,	225.00 10/30-11/02 3	1 3	\$3,675.00			
25 M 700P-800P  Buyline Comment: ET/INSDR	:30 \$1,	225.00 11/05-11/05 1	1 1	\$1,225.00			
26 TU-F 630P-700P Buyline Comment: INS EDIT	:30 \$1,	400.00 10/30-11/02 2	1 2	\$2,800.00			
27 M 630P-70CP Buyline Comment: INS EDIT	:30 \$1,	400.00 11/05-11/05 1	1 1	\$1,400.00			
28 TU 800P-900P Buyline Comment: NCIS	:30 \$2,	000.00 10/30-10/30 0	0 0	\$0.00			

10/19/2012 9:00 AM Last Received: Showing Buylines: All Lines

4 of 7

Station Advertise Product Estimate		BERKLEY/SENATE/D				Agency ( ) SHORR JOHNSON MAGNUS 1831 CHESTNUT ST PHILADELPHIA, PA 19103 Agency C/P1/P2/E					Rep Firm Sales Office ( ) WASHINGTON Salesperson ( ) MIKE JONES				
	Estimate# Buyer Phone# Fax#		MICHAEL DETTORRE			Flight Date Hiatus Wee	:s	10/30/2012 - 11/05/2012			Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263		
	rax# .T Ln		Day	Time	Program			Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
=	29		ru	1000P- 1100P				:30	\$1,700.00	10/30-10/30	1	1	1	\$1,700.00	
			Buyli	ne Comment:	VEGAS										
	30		יט	900P- 1000P				:30	\$2,000.00	10/30-10/30	0	0	0	\$0.00	
			Buyli	ne Comment:	NCIS LA										
	31		ГН	900P- 1000P				:30	\$2,100.00	11/01-11/01	1	1	1	\$2,100.00	
			Buyli	ne Comment:	PERS OF INT										
	32		SU Buvli	700P-80CP				:30	\$6,000.00	11/04-11/04	1	1	1	\$6,000.00	
	33	1	M	1000P-				:30	\$1,900.00	11/05-11/05	0	0	0	\$0.00	
			Buyli	1100P ne Comment:	IIAWAH										
	34	1	м	900P- 1000P				:30	\$7,700.00	11/05-11/05	1	1	1	\$7,700.00	
			Buyli		2 GRLS/ MIKE&MLLY										
	35		su	1000P- 1100P				:30	\$1,900.00	11/04-11/04	1	1	1	\$1,900.00	
			Buyli	ne Comment:	MENTALIST										
	36		F	1000P- 1100P				:30	\$1,400.00	11/02-11/02	0	0	0	\$0.00	
			Buyli	ne Comment:	BLUE BLOODS										
	*3	7	F	900P- 1000P				:30	\$1,200.00	11/02-11/02	1	1	1	\$1,200.00	
			Buyli	ne Comment:	CSI:NY										

Buyline Comment: CSI:NY

Sales Remark: V5 .

V5 Program Name Change, Comment Changed

 Rep Order#
 8863444
 Ver# 5
 Status Revised
 Traffic Order# 37424
 Printed:
 10/19/2012 9:07 AM
 5 of 7

 EC'd Yes
 Last Received:
 10/19/2012 9:00 AM
 Showing Buylines: All Lines

					Silving Buyiness All Blies									
Station Advertise Product Estimate#	· ( BER		VEGAS LEY, SHELL NATE/D	Y	Agency ( ) SHORR JOHNSON MAGNUS 1831 CHESTNUT ST PHILADELPHIA, PA 19103					Rep Firm Sales Office ( ) WASHINGTON Salesperson ( ) MIKE JONES				
Estinate# Buyer Phone# Fax#		MICHAEL DETTORRE			Agency C/P1/P2/E Flight Dates Hiatus Weeks		10/30/2012 - 11/05/2012			Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263		•
T Ln		Day Time		Program			Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots		Daypart
38			900P- 1000P				:30	\$1,400.00	11/04-11/04	1	1	1	\$1,400.00	
		Buylin	e Comment:	GD WIFE										
39	F	Buvlin	800P-900P e Comment:	CSI NY			:30	\$1,200.00	11/02-11/02	0	0	0	\$0.00	
40	М		800P-900P				:30	\$6,500.00	11/05-11/05	1	1	1	\$6,500.00	
41	ТН		1000P- 1100P	MTHR/PRTNR			:30	\$2,200.00	11/01-11/01	0	0	0	\$0.00	
42	su		e Comment: 800P-900P				:30	\$1,800.00	11/04-11/04	0	0	0	\$0.00	
43	W	Buylin	e Comment:	AMZING RACE			:30	\$1,900.00	10/31-10/31	0	0	0	\$0.00	
10	,	Buylin	e Comment:	SRVIVR			.50	, , , , , , , , , , , , , , , , , , , ,						
4.4	W	Buylin	900P- 1000P	CRIM MINDS			:30	\$12,000.00	10/31-10/31	1	1	1	\$12,000.00	
45	W		1000P- 1100P e Comment:				:30	\$2,000.00	10/31-10/31	0	0	0	\$0.00	
4 6	TH	ī	800P-900P	BG BNG/2.5 MEN			:30	\$2,700.00	11/01-11/01	1	1	1	\$2,700.00	
47	SA		1000P- 1100P				:30	\$750.00	11/03-11/03	0	0	0	\$0.00	

Buyline Comment: 48 HRS MYST

10/19/2012 9:07 AM 10/19/2012 9:00 AM Rep Order# EC'd Yes Traffic Order# 37424 **Printed:** 6 of 7 8863444 Ver# 5 Status Revised

Last Received: **Showing Buylines:** All Lines

Station Advertise Product		BERKLEY/SENATE/D				Agency ( 1831 C PHILA	Rep Firm Sales Office ( ) WASHINGTON Salesperson ( ) MIKE JONES							
B P	stimate# uyer hone#	MICHAEL DETTORRE			Agency C/P1/P2/E Flight Dates Hiatus Weeks	10/30/2012 - 11/05/2012			Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263			
LT	ax# Ln	Day		Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	48	TU-	F	1130P- 1230A			:30	\$200.00	10/30-11/02	0	0	0	\$0.00	
			Buyline	e Comment:	LTTRMAN									
	49	М		1130P- 1230A			:30	\$200.00	11/05-11/05	2	1	2	\$400.00	
			Buyline	e Comment:	LTTRMAN									
	50	TU-		1237A- 137A			:30	\$110.00	10/30-11/02	4	1	4	\$440.00	
			Buyline	e Comment:	FERGSN									
	51	М		1237A- 137A			:30	\$110.00	11/05-11/05	1	1	1	\$110.00	
			Buyline	e Comment:	FERGSN									
	52	SA-		1100P- 1130P			:30	\$300.00	11/03-11/04	2	1	2	\$600.00	
			Buyline	e Comment:	NEWS									
	53	TU-		1100P- 1130P			:30	\$500.00	10/30-11/02	2	1	2	\$1,000.00	
			Buyline	e Comment:	NEWS									
	54	М		1100P- 1130P			:30	\$500.00	11/05-11/05	1	1	1	\$500.00	
			Buyline	e Comment:	NEWS									
	56	SA	Buvline	530P-600F	POLITICS NOW		:30	\$250.00	11/03-11/03	0	0	0	\$0.00	
			Juj 11		. rodinios non									
	57	SU	Buyline	630A-800A Comment:			:30	\$1,225.00	11/04-11/04	1	1	1	\$1,225.00	
	59	SU		800A-830A			:30	\$1,225.00	11/04-11/04	1	1	1	\$1,225.00	

Buyline Comment: NEWS

Showing Buylines: All Lines

Rep Firm Station KLAS-TV LAS VEGAS Agency ) SHORR JOHNSON MAGNUS Sales Office ( ) WASHINGTON **1831 CHESTNUT ST** ) BERKLEY, SHELLY Advertiser PHILADELPHIA, PA 19103 Salesperson ( ) MIKE JONES Product BERKLEY/SENATE/D Agency C/P1/P2/E Estimate# Flight Dates 10/30/2012 - 11/05/2012 Salesperson Phone# 202-872-5880 Buyer MICHAEL DETTORRE Hiatus Weeks Salesperson FAX# 202-872-0263 Phone# Fax# Spots/Week # of Total Total Cost Daypart Rate Dates LT Ln Day Time Program Len Weeks Spots ----\_\_\_\_\_ \$0.00 0 0 :30 \$265.0C 11/04-11/04 0 60 SU 830A-90CA

Buyline Comment: FACE NATN

## -REPORT TOTALS---

Report Totals: 93 / \$73,485.00

## -SALES MONTHLY TOTALS-

Nov 12: 93 / \$73,485.00 Sales Totals: 93 / \$73,485.00 Station Totals: 93 / \$73,485.00 Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

KTUD 0 % 25% Market Totals \$244,950 CABL 0% KLAS 30% **KSNV** 40% KTNV 0% 0% 08 KVVU 5% UNKN KVCW KVMY

Books null Demos RA35+